Weather Hunters

Station Social Media Toolkit

Table of Contents

Station Toolkit 3

Handles and Destinations 4

Series Information 5

Series Goals and Stories 6

Production Highlights 7

Promos

- Pre-Launch Promo: Lily Hunter 8
- Pre-Launch Promo: Weather Hunters 9
- Pre-Launch Promo: Theme Song 10
- Pre-Launch Promo: Corky Hunter 11
- Pre-Launch Promo: Benny Hunter 12
- Pre-Launch Promo: Cumulus 13
- Pre-Launch Promo: Vansformer 14
- Evergreen Promo: Gadgets 15
- Post-Premier Promo: Voices Behind Al and Lily 16
- Post-Premier Promo: Use Your Senses With Al 17

Make Your Own Local Social Content! 18

Weather Hunters Station Toolkit

Thank you for helping make the premiere of the “Weather Hunters” a success! Within this guide, you’ll find content available to share on social media to promote the series launch.

For each piece of social content in this guide, you’ll find:

- A short description of each asset
- Links to download the content
- Suggested social media copy

Please feel free to adjust the copy to make it personal to you and your platforms. Please tag @PBSKIDS on all social platforms when directing people to where they can watch the episodes.

As a reminder, **the series premieres Monday, September 8, 2025**.

If you have any questions, concerns, or feedback about the content in this guide, please contact Carolyn MacLeod, Sr. Mgr. Social Media, at cjmacleod@pbs.org.

Let's help spread the word about our newest addition to the PBS KIDS family!

Handles and Destinations

PBS KIDS Handles:

Facebook: @PBSKIDS

Instagram: @PBSKIDS

Threads: @PBSKIDS

X (Twitter): @PBSKIDS

ARE Account Handles:

Facebook: @alrokerentertainment

Instagram: @alrokerent

Threads: @alrokerent

YouTube: @alrokerentertainment

BlueSky: @alrokerent

Show Landing Page:
https://pbskids.org/weatherhunters/

Weather Hunters Handles:

Facebook: @WeatherHunters

Instagram: @weatherhunters

Threads: @weatherhunters

YouTube: @WeatherHuntersTV

BlueSky: @weatherhunters

Al Rocker Handles:

Facebook: @al.roker.2025

Instagram: @alroker

Threads: @alroker

X (Twitter): @alroker

Hashtag: #WeatherHunters

Series Information

Target Age Group: 4-8 year olds

Weather Hunters is a new animated series that follows Lily Hunter and her family on their mission to learn as much as possible about weather. They solve weather mysteries, report crucial information, and share their love for weather and the environment. The show highlights the connection between human actions and behaviors and their impact on the environment, for better or worse.

Lily is a curious and budding meteorologist who uses her keen power of observation to make fascinating discoveries, leading her family—and the viewers—on exciting adventures. Her father, **Al Hunter**, is a popular TV meteorologist who combines his love for his family with his passion for weather forecasting, investing in the science behind weather phenomena. **Dot Hunter**, Lily's mother, is the producer and director of the family's weather broadcasts. She is a jack-of-all-trades with a can-do attitude, unafraid to step into the field. Dot uses her skills to maintain a calm and good-natured atmosphere both on and off camera.

Corky Hunter, Lily's older sister, considers herself the Planet's Personal Protector. She builds relationships with others and uses her video camera to capture and share vital information from the field. **Benny Hunter** is the youngest member of the Hunter family. His vivid imagination, combined with Lily's observations, fuels his desire to learn about the planet, weather, and various science concepts. **Cumulus**, the Hunter family's rescue dog, demonstrates how animals can sense changes in weather before humans can.

In each episode, Lily and the Hunter family embark on weather-hunting road trips filled with technology, science, and weather-based investigations. Join them to explore the weather events occurring all around us and discover why they happen!

Series Goals and Stories

Learning Goals

Weather Hunters emphasizes children's curiosity and promotes scientific thinking while integrating math, literacy, and social-emotional learning. Each episode features the Hunter family as they use various scientific practices to explore and learn about earth science concepts in a way that is meaningful for all children.

Sample Stories

Each episode of Weather Hunters features a 22-minute story. Here are a few examples:

- “Foggy Trick or Treat” – Sisters Corky and Lily embark on a mission to find the best candy in the neighborhood when a sudden fog rolls in. Lily, intrigued by the fog, uses her weather kit to study it.
- “The Leaf Painter” - Lily investigates why and how leaves change color in the fall, inspired by her little brother Benny’s belief that a “Leaf Painter” is responsible for painting the autumn leaves.
- “Dark and Stormy Night” – When a thunderstorm causes a power outage, the Hunter family springs into action to determine how fast the storm is approaching so they can inform their viewers.

Production Highlights

Weather Hunters was created and executive-produced by Al Roker, the featured weather anchor of NBC News Today. Also, executive-produced by author Dete Meserve (Ready Jet Go, Home Improvement, George Lopez), Peabody finalist and producer Carin Greenberg (Kinderwood, Lalaloopsy, Ghostwriter), and executive producer and head writer John Semper (Puzzle Place).

Educational consultants for this series include Sara B. Sweetman, PhD, a curriculum advisor and an Associate Professor of Education in the College of Education and Professional Studies at the University of Rhode Island, and directs the Guiding Education in Math and Science Network; Ethan Greenburg, a Meteorologist and a graduate research assistant at the National Drought Mitigation Center. Among the writers for Weather Hunters are Alex Simmons, Allan Neuwirth, Brynne Chandler, Charlotte Wilson Langley, Crystal Villareal, David Grubstick, Desmond Sargeant, and more.

Pre-Launch Promo: Meet Lily Hunter

: 15-second promo video, available in square (1080x1080) and vertical (1920X1080) aspect ratios. Learn all about Lily Hunter and her amazing gadgets! Meet Lily during the debut of Weather Hunters.

Suggested Social Copy:

- Meet weather expert Lily Hunter, from @WeatherHunters! Tune in to PBS KIDS to see Lily in action on Monday, September 8th.

- She has a unique perspective and notices things others often miss! Watch @WeatherHunters coming to PBS KIDS Monday, September 8!

- Get ready to say hello to your new favorite forecaster, Lily Hunter! Watch @WeatherHunters coming to PBS KIDS Monday, September 8!

Evergreen Asset:

This asset has an evergreen version that can be used beyond the launch of Weather Hunters.

[NOTE: if publishing on or after September 8, change the second line to: Watch @WeatherHunters on PBS KIDS!]

Download on the Source:

Vertical, Dated

Square, Dated

Vertical, Evergreen

Pre-Launch Promo: Weather Hunters

: 15 and :30-second promo video, available in square (1080x1080) and vertical (1920X1080) aspect ratios. PBS KIDS welcomes the Hunter family! See what amazing adventures they get up to!

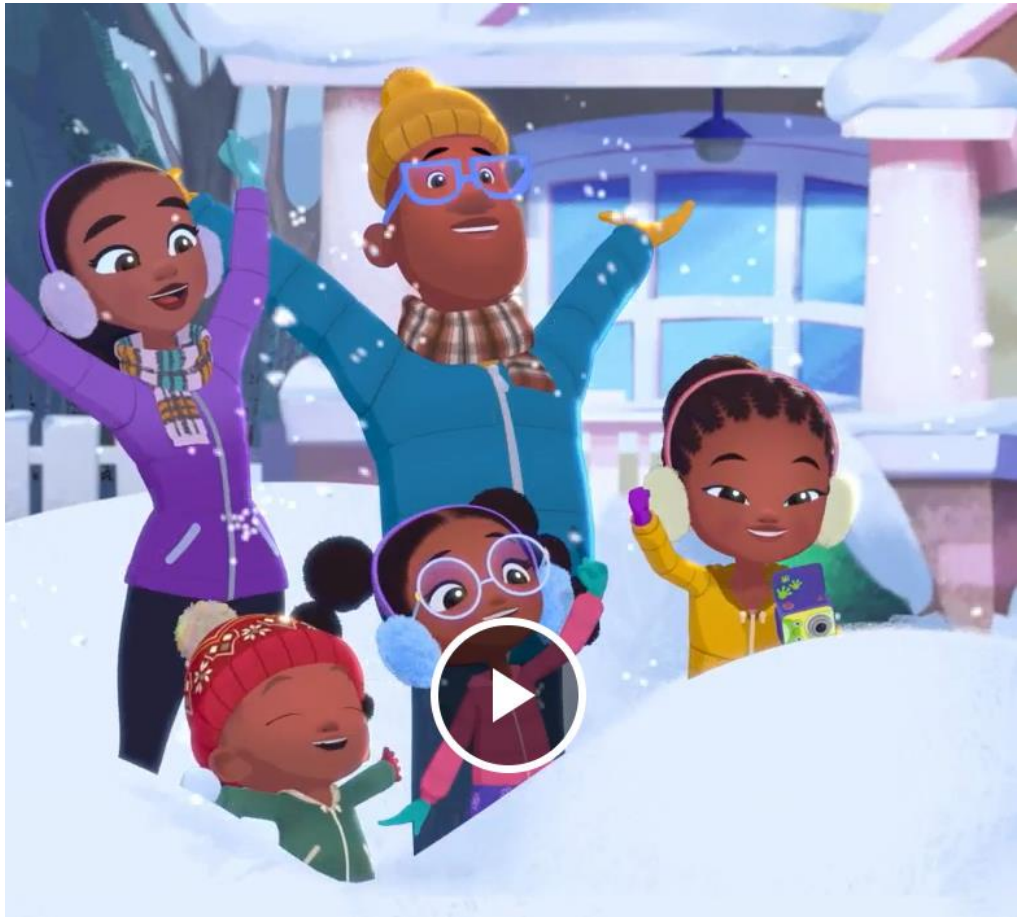
Suggested Social Copy:

- This family forecasts fun – meet the Hunter family! Watch @WeatherHunters, coming to PBS KIDS Monday, September 8th.
- Rain or shine, this family's on the case! Watch @WeatherHunters, coming to PBS KIDS Monday, September 8th.
- A new adventure is blowing in! Watch @WeatherHunters, coming soon to PBS KIDS, Monday, September 8th.

Evergreen Asset:

This asset has an evergreen version that can be used beyond the launch of Weather Hunters.

[NOTE: if publishing on or after September 8, change the second line to: Watch @WeatherHunters on PBS KIDS!]



Download on the Source:

Vertical, Dated, :30
Vertical, Dated, :15
Vertical, Evergreen, :30
Vertical, Evergreen, :15

Square, Dated, :30
Square, Dated, :15
Vertical, Evergreen, :30
Vertical, Evergreen, :15

Pre-Launch Promo: Theme Song

: 15 and :30-second promo video, available in square (1080x1080) and vertical (1920X1080) aspect ratios. New looks of the family on weather adventures featuring the theme song!

Suggested Social Copy:

- It's more than just a forecast; it's a weather adventure! Watch @WeatherHunters, coming to PBS KIDS Monday, September 8!
- Are you ready to spark your curiosity? Tune in to PBS KIDS on Monday, September 8, to catch @WeatherHunters!
- This forecast calls for fun! Watch @WeatherHunters coming to PBS KIDS Monday, September 8!

Evergreen Asset:

This asset has an evergreen version that can be used beyond the launch of Weather Hunters.

[NOTE: if publishing on or after September 8, change the second line to: Watch @WeatherHunters on PBS KIDS!]

Download on the Source:

Vertical, Dated, :30
Square, Dated, :30
Vertical, Dated, :15
Square, Dated, :15
Vertical, Evergreen, :30
Square, Evergreen, :30
Vertical, Evergreen, :15
Square, Evergreen, :15

Pre-Launch Promo: Meet Corky Hunter

: 15-second promo video, available in square (1080x1080) and vertical (1920X1080) aspect ratios. Meet Corky in this introduction promo!

Suggested Social Copy:

- Meet Corky, Lily’s cool older sister! Watch @WeatherHunters, coming soon to PBS KIDS Monday, September 8th.

- There’s nothing Corky can't capture with her video camera! Watch @WeatherHunters, coming to PBS KIDS Monday, September 8!

Evergreen Asset:

This asset has an evergreen version that can be used beyond the launch of Weather Hunters.

[NOTE: if publishing on or after September 8, change the second line to: Watch @WeatherHunters on PBS KIDS!]

Download on the Source:

[Vertical, Dated]

[Square, Dated]

[Vertical, Evergreen]

Pre-Launch Promo: Meet Benny Hunter

: 15-second promo video, available in square (1080x1080) and vertical (1920X1080) aspect ratios. Meet little brother Benny!

Suggested Social Copy:

- Meet Benny, the little brother with big ideas! Watch @WeatherHunters, coming soon to PBS KIDS Monday, September 8!

- There's nothing Benny can't think up! Watch @WeatherHunters, coming to PBS KIDS Monday, September 8!

Evergreen Asset:

This asset has an evergreen version that can be used beyond the launch of Weather Hunters.

[NOTE: if publishing on or after September 8, change the second line to: Watch @WeatherHunters on PBS KIDS!]

Download on the Source:

Vertical, Dated

Square, Dated

Vertical, Evergreen

Pre-Launch Promo: Meet Cumulus

: 15-second promo video, available in square (1080x1080) and vertical (1920X1080) aspect ratios. Meet Cumulus, the Hunter family's dog!

Suggested Social Copy:

- Meet Cumulus, the smallest member of the Hunter family! Watch @WeatherHunters, coming soon to PBS KIDS Monday, September 8!

- Jump into a new adventure with Cumulus! Watch @WeatherHunters, coming to PBS KIDS Monday, September 8!

Evergreen Asset:

This asset has an evergreen version that can be used beyond the launch of Weather Hunters.

[NOTE: if publishing on or after September 8, change the second line to: Watch @WeatherHunters on PBS KIDS!]

Download on the Source:

Vertical, Dated

Square, Dated

Vertical, Evergreen

Pre-Launch Promo: Vansformer

: 15-second promo video, available in square (1080x1080) and vertical (1920X1080) aspect ratios. Introducing the Vansformer, the mobile weather station.

Suggested Social Copy:

- It can roll, it can fly, it can forecast! Watch @WeatherHunters, coming soon to PBS KIDS Monday, September 8!
- This weather station is on a roll! Watch @WeatherHunters, coming to PBS KIDS Monday, September 8!

Evergreen Asset:

This asset has an evergreen version that can be used beyond the launch of Weather Hunters.

[NOTE: if publishing on or after September 8, change the second line to: Watch @WeatherHunters on PBS KIDS!]

Download on the Source:

Vertical, Dated

Square, Dated

Vertical, Evergreen

Evergreen Promo: Gadgets

:15-second promo video, available in square (1080x1080) and vertical (1920X1080) aspect ratios. Introducing the anemometer, a weather gadget.

Suggested Social Copy:

- Tiny tool. Big job.
- What spins and tracks the wind?
- The faster it spins, the stronger the wind!
- Don’t just feel the wind, measure it with the Hunter family!

[NOTE: pair these with a call to action depending on time of publication, pre-launch or post-premiere]

Download on the Source:

Vertical, Evergreen, :30

Vertical, Evergreen, :15

Post-Premiere Promo:
Voices Behind Al and Lily

:16-second promo video, available in vertical (1920X1080) aspect ratios.
Meet the voices behind Al and Lily Hunter!

Suggested Social Copy:

- Rain or shine, they've got it covered! Watch @WeatherHunters on PBS KIDS!
- Weather investigation skills run in the family! Watch @WeatherHunters on PBS KIDS!
- They're more than a family - they're a weather forecasting team! Watch @WeatherHunters on PBS KIDS!

Download on the Source:

Vertical, Evergreen

Post-Premiere Promo: Use Your Senses With Al Roker

:38-second promo video, available in vertical (1920X1080) aspect ratios. Al Roker challenges you to use your senses.

Suggested Social Copy:

- The world is full of clues! You just have to use your senses to find them! Watch @WeatherHunters on PBS KIDS!
- What can you discover about the world today using your senses? Watch @WeatherHunters on PBS KIDS!
- Explore the world and the weather around you! Watch @WeatherHunters on PBS KIDS!

Download on the Source:

Vertical, Evergreen

Tell your local story, Weather Hunters edition!

Here are ideas for content on you can create to help your audience connect with the Weather Hunters characters and curriculum. Use these prompts to inspire original content from your station.

Create a Video Highlighting Your Hometown Meteorologist

- Invite your local meteorologist to join the fun on video to share the day's forecast, featuring weather fun facts that connect to the show.
- Have a local meteorologist react to scenes from Weather Hunters.
- Ask your local meteorologist to explain the weather tools Lily and her family use to understand the world around them.

Spark conversation about your local weather systems

Create graphics or use staff on camera to ask questions about weather in your area. Here are some examples:

- What does the sun feel like when it shines on your face?
- Can you smell rain coming? What does the rain feel like when it touches your skin?
- What signs do you see in the sky that tell you what the weather is like?

Ask your fans to send in their responses in the comments or by recording their own video. Use these replies in a follow-up gallery or video to celebrate their participation.

Leverage Community Events for Family Testimonials

- Set up a mini "Weather Story Booth" where families can share their favorite weather memories on video! Ask them prompts like "What is your favorite outdoor activity when the seasons change?" Examples could include: "We love having snowball fights!" or "Sunny days mean it's park time!" Edit these moments into a short video and post an engaging question in the caption to invite more families to join in the conversation!
- Ask families which characters most resemble their family and why. Compile your favorite responses into a video.